

What is claimed is:

1. A device for illuminating an interior portion of an object having a preselected shape, the device comprising:
a light source;
5 a power supply coupled to the light source; and
a housing containing the light source and the power supply, the housing having a shape substantially similar to that of the object whose interior it illuminates.
- 10 2. The device according to claim 1, wherein the light source comprises:
(a) a luminescent device for illuminating the interior portion of the object; and
(b) a reflector for redirecting light energy received from the luminescent device in a substantially downward direction.
- 15 3. The device according to claim 2, wherein the luminescent device comprises a light bulb.
4. The device according to claim 2, wherein the luminescent device comprises a light emitting diode.
- 20 5. The device according to claim 1, further comprising a coupling for securing the device for illuminating the interior portion of an object to an inside of a handbag, wherein the coupling comprises a handle for holding the device for illuminating the interior portion of an object.
- 25 6. The device according to claim 1, wherein the shape of the housing comprises a shape substantially similar to the shape of at least one of the group consisting of a handbag, a briefcase, a suitcase, a lunch box, a backpack, a makeup case, and toiletry bag.
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7. A lighting device comprising:

a housing substantially in the shape of a handbag and having an interior and an aperture therein for the passage of light;

a light source residing in the interior of the housing and coupled thereto;

5 a power supply coupled to the housing and to the light source; and

a switch coupled to the power supply;

wherein, when the switch is actuated, the light source is turned on and light passes from the light source through the aperture.

10 8. The lighting device of claim 7, wherein the housing is sized to fit within a hand of the user.

9. The lighting device of claim 7, further comprising a coupling device for securing the lighting device to an inside of a handbag, wherein the coupling
15 device comprises a handle for holding the lighting device.

10. The lighting device of claim 7, wherein the housing comprises a top portion and a bottom portion, the bottom portion representing the bottom of the handbag, and wherein the aperture is formed between the top and bottom of
20 the housing.

11. The lighting device of claim 10, wherein the bottom of the housing comprises a transparent material for the passage of at least a portion of the light generated by the light source.

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12. A device comprising:

(a) a housing in the shape of a fashion accessory, the housing having a hollow interior, a top portion, and a bottom portion, wherein the hollow interior extends from the bottom portion to the top portion of the housing;

(b) a light source module removeably attached to the top portion of the housing and extending substantially downward within the hollow interior toward the bottom portion; and

(c) a handle attached to the top portion of the housing, the handle securing the device to a member within an article having substantially the same shape as the housing, wherein the device illuminates the article interior.

13. The illumination device of claim 12, wherein the light source module comprises:

(a) a battery barrel having a first and second end and adapted to hold at least one battery;

(b) a first luminescent device for illuminating the article interior, the illumination device disposed adjacent to the first end of the battery barrel and adapted to be electrically coupled to and powered by the at least one battery;

(c) a securing cap adjacent to the second end of the battery barrel for encapsulating the at least one battery within the battery barrel and securing the illumination device to the top portion of the housing; and

(d) a switch for activating and deactivating the luminescent device, whereby the interior of the article is illuminated.

14. The illumination device of claim 12, wherein the handle comprises a hinge for manipulating the handle between a first and second position, wherein manipulating the handle to the first position facilitates carriage of the illumination device, and manipulating the handle to the second position facilitates securing the illumination device to the member within the article that the illumination device is illuminating

15. The illumination device of claim 12, wherein the bottom portion is substantially transparent to light, to allow light generated by the light source module to exit from the housing and illuminate the article.

16. The illumination device of claim 13, wherein the switch device comprises a pressure activated component for activating and deactivating the luminescent device.

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17. The illumination device of claim 13, wherein the switch device comprises a voice recognition device for activating and deactivating the luminescent device in response to a users voice command

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18. The illumination device of claim 13, wherein the switch device comprises a timing device for deactivating the luminescent device after a predefined time period following activation of the luminescent device.

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19. The illumination device of claim 13, wherein the luminescent device comprises a light bulb.

20. The illumination device of claim 13, wherein the luminescent device comprises a light emitting diode.

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21. The illumination device of claim 13, wherein the light source module includes a second luminescent device disposed in a housing between the securing cap and second end of the battery barrel, wherein the second luminescent device is adapted to be substituted for the first luminescent device if the first luminescent device fails.

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22. The device according to claim 12, wherein the shape of the fashion accessory substantially comprises at least one of the group consisting of a handbag, a briefcase, a suitcase, a backpack, a makeup case, and a toiletry bag.

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23. A method for illuminating an article, the method comprising:

- (a) providing a portable illumination device in the shape of the article for reminding a user to place the illumination device in the article;
- (b) placing the illumination device in the article by securing the illumination device to a member within the article; and
- 5 (c) activating the illumination device so that the interior of the article is illuminated for the purpose of locating items placed within the article by the user.

10 **24.** The method according to claim 23, further comprising deactivating the illumination device after a predefined time period following the activation of the illumination device.

15 **25.** The method according to claim 23, further comprising deactivating the illumination device by manually actuating a switch on the illumination device, wherein consecutively actuating the switch activates and deactivates the switch.

20 **26.** The method according to claim 23, further comprising deactivating the illumination device by voice command, wherein the illumination device comprises voice recognition circuitry for energizing and de-energizing the illumination device.

25 **27.** The method according to claim 23, further comprising the step of providing the user with an opportunity to remove the illumination device from the article and securing the illumination device to any securable member for the purpose of providing an illumination fixture.

28. The method according to claim 23, wherein the article comprises a handbag.

29. The method according to claim 23, wherein the article comprises at least one of the group consisting of a briefcase, a suitcase, a backpack, a toiletry bag, and a makeup case.
- 5 30. The method according to claim 23, wherein the member within the article comprises a pocket.
31. The method according to claim 23, wherein the member within the article comprises a compartment divider for separating different compartments within the article.
- 10 32. The method according to claim 23, wherein the article comprises an area for illumination that is designated by the user,
- 15 33. The method according to claim 23, wherein the area comprises at least one of the group consisting of an interior located area, and an exterior located area.
34. A method for selling an accessory comprising the steps of:
- 20 (a) offering for sale a consumer article
- (b) providing the accessory having a shape substantially similar to that of the article;
- (c) offering the accessory for sale by presenting the accessory in visual proximity to the article, for encouraging a potential buyer to purchase at least
- 25 one of the article and the accessory.
35. The method according to claim 34, wherein the accessory is a fashion accessory.

36. The method of claim 35, wherein both the article and the fashion accessory are presented within 10 feet of one another.

37. The method of claim 35, wherein the article comprises a handbag and the
5 fashion accessory comprises an illumination device having the shape of a
handbag.